Two reasons to choose

enteric-coated Orudis E-100 BID

Rapid and sustained relief of arthritis at the source of the pain

Proven long-term patient tolerability

ENTERIC-COATED

Orudis® E-100 BID

CARDIZEM*

is prescribed
for
more angina
patients
than all the other
calcium channel blockers
combined

CARDIZEM* CARDIOCARE*

When you are looking for the ideal antimycotic

Look at the "crème de la crème
ECOSTATIN TOPICAL CREAM

Ecostatin combines the features you look for

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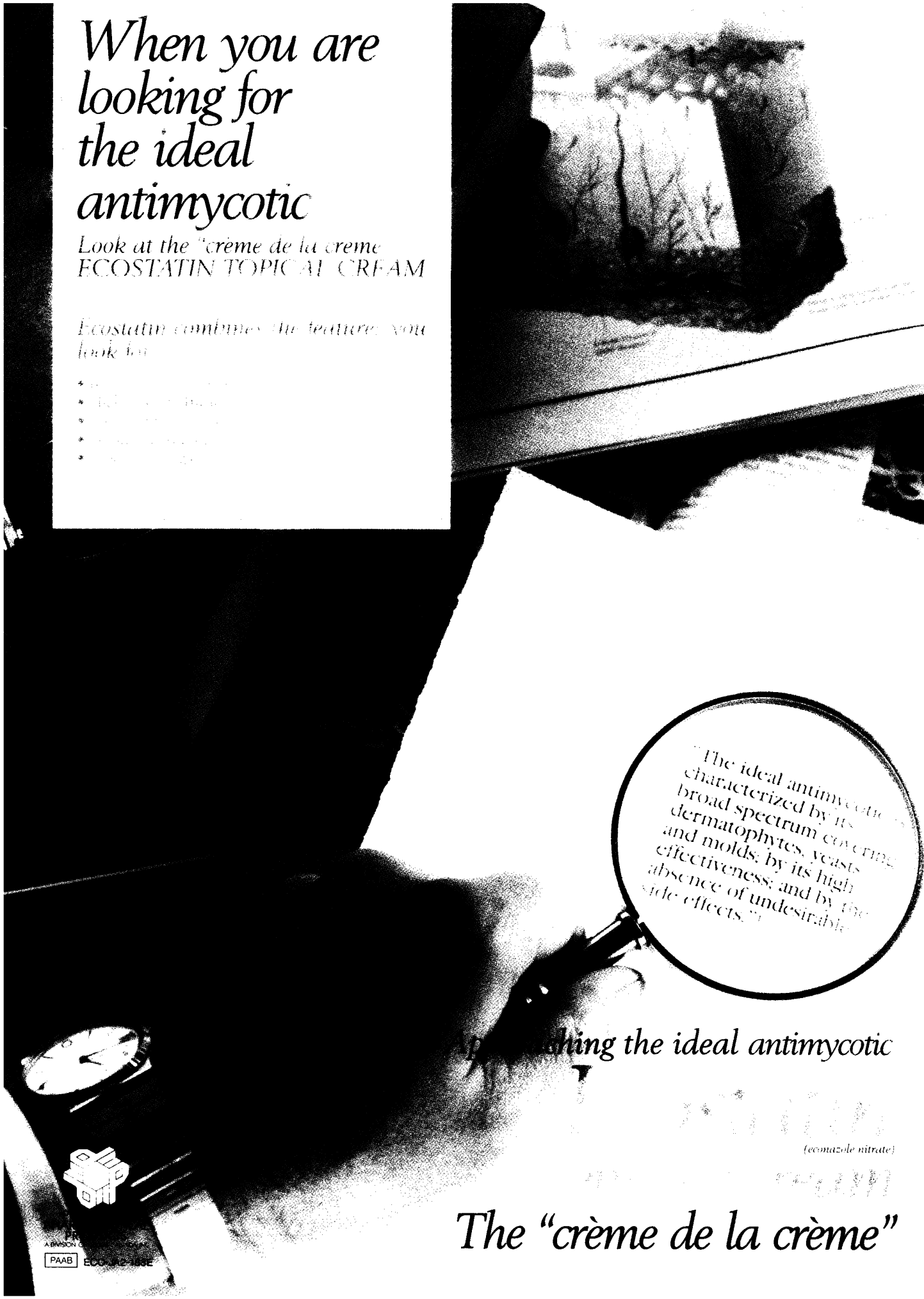


"The ideal antimycotic is characterized by its broad spectrum covering dermatophytes, yeasts and molds; by its high effectiveness; and by the absence of undesirable side effects."

[illegible]hing the ideal antimycotic

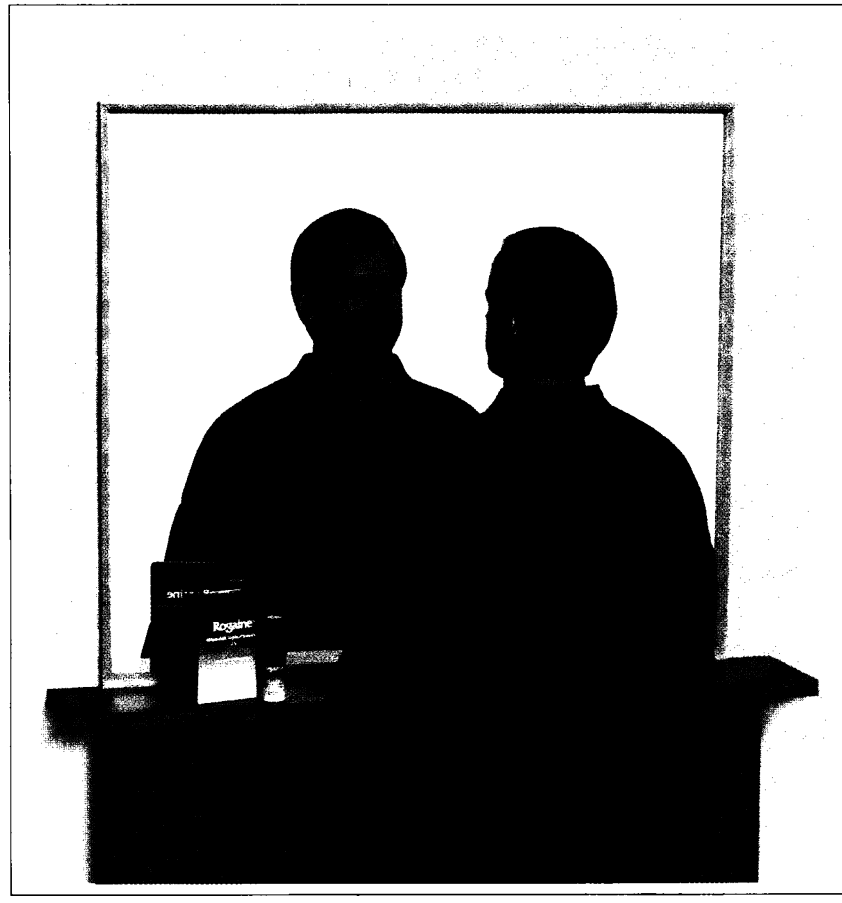
(econazole nitrate)

The "crème de la crème"

PAAB

When hair loss turns against your patient

your patient knows he can turn to you.



Patients who can benefit most from Rogaine are: those balding at crown with balding areas <10 cm in diameter; patients classified as balding types IIIv, IV, and V; and patients experiencing hair loss for under 10 years.[3,4,5,6]

If your balding patient is concerned about hair loss, consider Rogaine, the first and only prescription medication proven effective in male pattern baldness.

By the fourth month of treatment, 59% of 712 Rogaine patients have experienced visible regrowth of nonvellus hair. In fact, 26% of these patients rated regrowth as moderate or dense.[1]

After 12 months, 48% of 619 patients rated regrowth as moderate or dense.[2]

So when your balding patient turns to you for help, turn to Rogaine.

Rogaine®

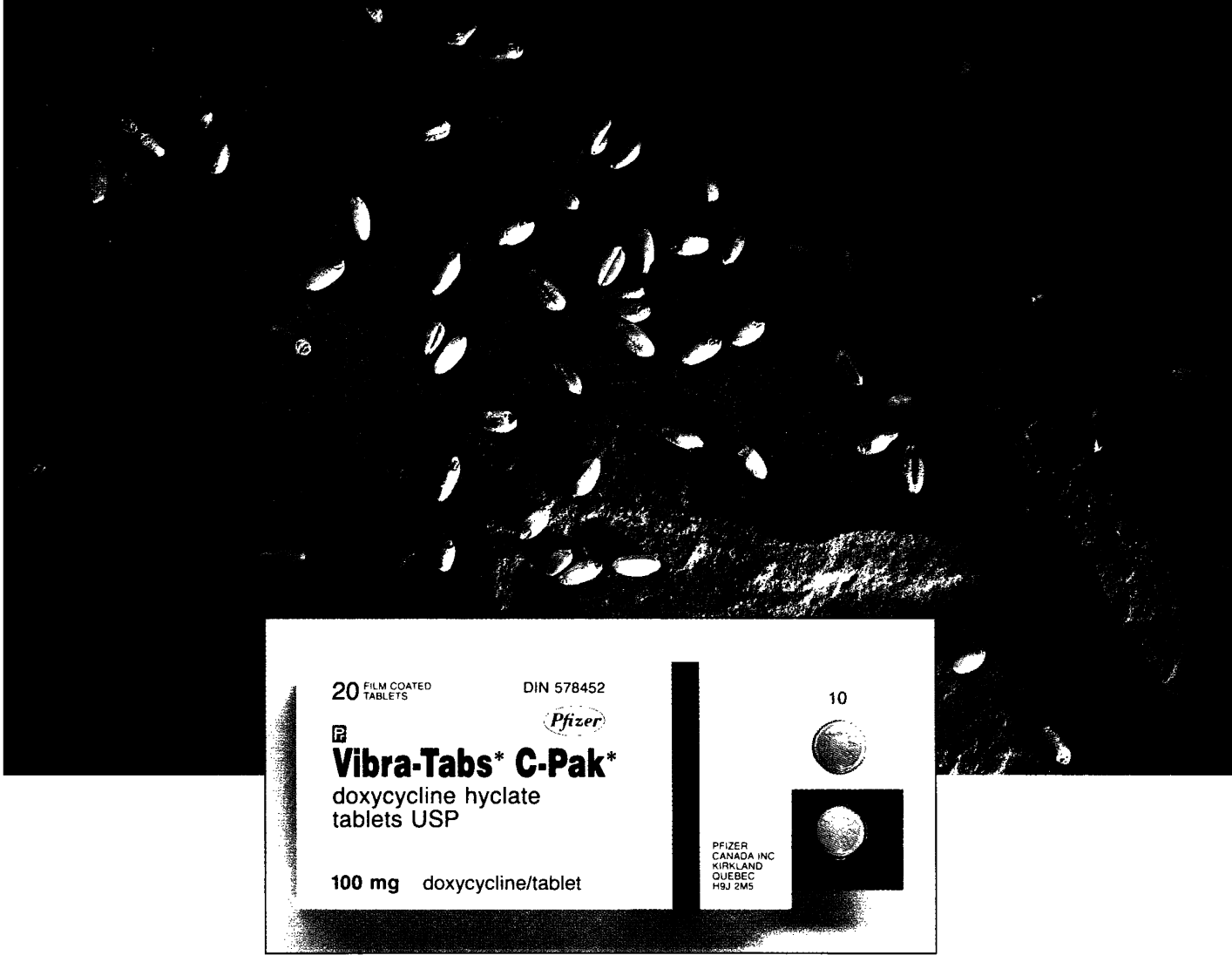
TOPICAL SOLUTION (minoxidil 2%)

Upjohn THE UPJOHN COMPANY OF CANADA
865 YORK MILLS ROAD/DON MILLS, ONTARIO

For prescribing information see page 859

PAAB CCPP PMAC

WITHOUT COMPLIANCE, TREATING CHLAMYDIA CAN BE AN EXERCISE IN INFERTILITY.



For as long as *Chlamydia* remains the most prevalent STD in Canada, it will be a primary cause of pelvic inflammatory disease[1] which, all too often, can lead to ectopic pregnancy and infertility.[1,2]

Only through early diagnosis and successful treatment can *Chlamydia* and its consequences be diminished.

Whenever *Chlamydia* is present, consider the Vibra-Tabs* C-Pak*, the only approved pre-packaged anti-chlamydial. Vibra-Tabs* C-Pak* can eradicate the infection *before* serious consequences develop.

Designed to minimize the risk of missed doses, the Vibra-Tabs* C-Pak*—1 tablet B.I.D. for 10 days—promotes the compliance required for successful treatment.

The Vibra-Tabs* C-Pak*. Because ending the spread of *Chlamydia* begins with compliance.

Vibra-Tabs* C-Pak*

(doxycycline hyclate/pfizer)

THE 10-DAY ANTI-CHLAMYDIAL.

PAAB CCPP

Pfizer

Pfizer Canada Inc.
Kirkland, Quebec
H9J 2M5

Vibra-Tabs C-Pak

PRODUCT INFORMATION

Broad-spectrum antibiotic

ACTION

INDICATIONS AND

CONTRAINDICATIONS

WARNINGS

PRECAUTIONS

ADVERSE REACTIONS

SYMPTOMS AND TREATMENT OF OVERDOSAGE

DOSAGE AND ADMINISTRATION

Chemical Name

AVAILABILITY

Vibra-Tabs C-Pak

Pfizer

Vibra-Tabs® C-Pak

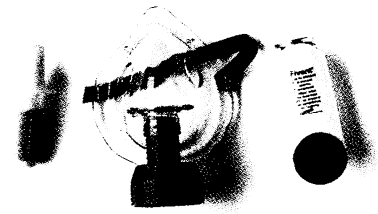
doxycycline hyclate/pfizer

THE 100-DAY ANTI-CHLAMYDIAL

Bronchodilators may provide symptomatic relief of coughing, wheezing and breathlessness. But they don't treat the underlying cause. So when symptoms are not adequately controlled, adjunctive therapy with Intal/Fivent can help.

Intal Nebulizer Solution, Fivent Inhaler and Intal Spincaps interrupt the inflammatory process in the lung and reduce hyperreactivity to provide effective preventative therapy in Obstructive Airways Disease. What's more, by reducing the frequency and severity of acute attacks, Intal/Fivent can reduce the need for "p.r.n." bronchodilators as well.

The next time your younger patient is troubled by chronic coughing, wheezing and breathlessness, prescribe Intal/Fivent. By treating the cause, you can help stop the symptoms.



Intal/Fivent Family
(sodium cromoglycate)
INTAL/FIVENT

Stop coughing, wheezing and breathlessness before it starts.

PAAB FISONS Pharmaceuticals

Now...a landmark 5 year study with Lopid* (gemfibrozil) in more than 4,000 participants.

HDL: A deciding factor in CHD

HELSINKI HEART STUDY

OBJECTIVE

To investigate the effects of lipid regulation in a dyslipidemic middle aged male population

STUDY DESIGN

Double-blind, placebo-controlled, randomized 5-year study in 4,081 dyslipidemic males with similar abnormal lipid profiles and other high risk factors for coronary heart disease

RESULTS

Lopid* (gemfibrozil) caused a marked increase in HDL cholesterol and persistent reductions in total cholesterol, LDL cholesterol and triglycerides

Lopid's long-term safety profile confirmed.*

Dosage: 600 mg b.i.d.

*T.M. Warner-Lambert Company
Parke-Davis Div., Warner-Lambert Canada Inc. auth. user
† New England Journal of Medicine 317:1237-1245 (November 12), 1987.

PARKE-DAVIS
Scarborough, Ontario M1L 2N3

PAAB CCPP

PMAC

For severe chronic cancer pain

MS Contin®

12-hour controlled-release morphine sulfate tablets

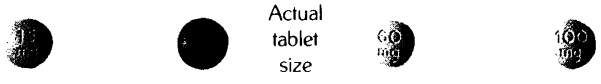
FOR A BETTER QUALITY OF LIFE

More Freedom to Function. More Freedom to Enjoy Life.

Effective pain relief

MS Contin's patented delivery system provides all the benefits of q4h oral morphine, in a q12h dosing schedule.[1,2]

A choice of four colour-coded, easy-to-swallow tablets ensures dosing flexibility, to meet the specific needs of each patient. The result is effective pain relief.



15 mg 30 mg 60 mg 100 mg

Convenient Dosage

MS Contin's convenient 12-hour dosing schedule allows cancer patients and their families more freedom. More freedom to function, more freedom to enjoy life.

"A q12h schedule certainly allows a more realistic dosage schedule and leaves the patient less vulnerable to dosing irregularities or missed doses."[1]

®owned by
Purdue Frederick Inc.
Toronto Canada M4A 1A9

PMAC PAAB CCPP

WARNING: This product has the potential for being abused.

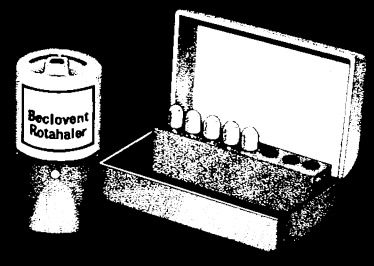
Your injectable H2 antagonist shouldn't be too antagonistic.

Zantac® (RANITIDINE HCl)
To be sure

Specialists say there are two parts to asthma: bronchospasm and


inflam

mation



BECLOVENT

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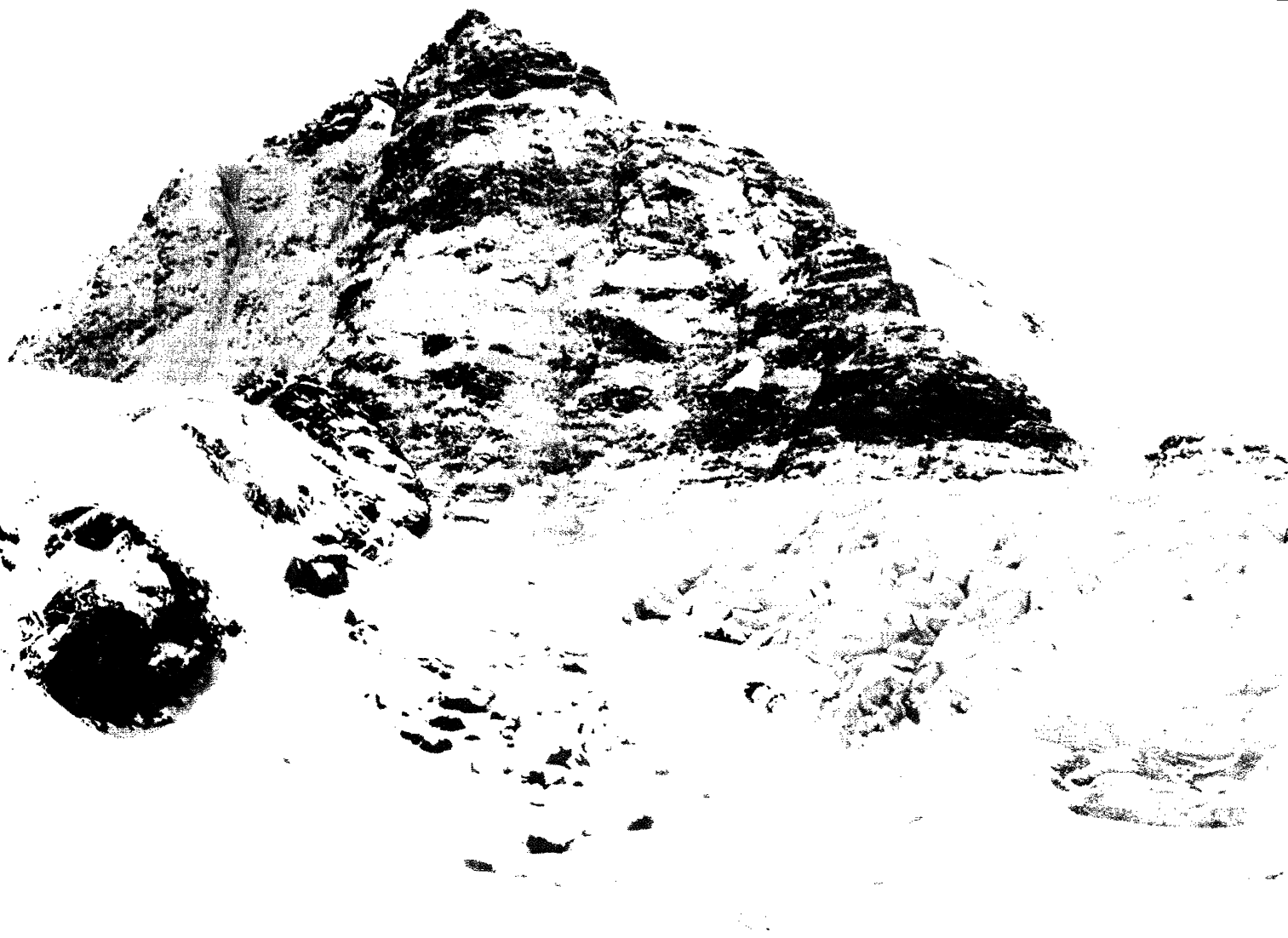

Have Pen Will Travel.

Freedom.

It's something you could never fully give diabetic patients. Syringes, vials and unprotected needles had just never been designed to go anywhere.

Yet now patients can go wherever the road (or trail) leads them with Novolin-Pen™ II. A delivery system so simple and accurate that 93% of those tested preferred it!

Now, Connaught Novo – Canada's leading diabetes care company – will give your patients a new Novolin-Pen II free*. Ask your representative for details.

Set them free from syringes with Novolin-Pen II. Perhaps the best companion a diabetic ever had.

Novolin-Pen™ II

CONNAUGHT NOVO

Geigy Mississauga, Ontario L5N 2W5

PAAB OCPP

G-87083

For prescribing information see page 851